

Rep Order# 9849459 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/22/2012 12:29 PM
Last Received: 10/22/2012 12:25 PM
Showing Buylines: All Lines

1 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA ADD TO SKED A
Estimate# 2174
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2174
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$30.00	10/23-10/29	4 P4	1	4	\$120.00	
	2	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$30.00	10/28-10/28	3 P4	1	3	\$90.00	
	3	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$500.00	10/23-10/29	3 P2	1	3	\$1,500.00	
	4	TU-F,M	530A-6A	GOOD MORNING CINCY @ 5A	:30	\$500.00	10/23-10/29	3	1	3	\$1,500.00	
	5	TU-F,M	6A-7A	GOOD MORNING CINCINNATI	:30	\$600.00	10/23-10/29	3	1	3	\$1,800.00	
	6	TU-F,M	7A-9A	THE EARLY SHOW	:30	\$450.00	10/23-10/29	4	1	4	\$1,800.00	
	7	SA	8A-10A	SATURDAY EARLY SHOW	:30	\$750.00	10/27-10/27	1 P1	1	1	\$750.00	
	9	TU-F,M	9A-10A	THE DOCTORS	:30	\$350.00	10/23-10/29	2 P2	1	2	\$700.00	
	10	TU-F,M	10A-11A	ANDERSON	:30	\$350.00	10/23-10/29	2	1	2	\$700.00	
	11	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$1,400.00	10/23-10/29	2 P1	1	2	\$2,800.00	
	12	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$725.00	10/23-10/29	2 P2	1	2	\$1,450.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	13	TU-F,M	1230P-130P	YOUNG N RESTLESS	:30	\$650.00	10/23-10/29	2 P2	1	2	\$1,300.00	
	14	TU-F,M	130P-2P	BOLD N BEAUTIFUL	:30	\$650.00	10/23-10/29	2 P2	1	2	\$1,300.00	
	15	TU-F,M	2P-3P	THE TALK	:30	\$550.00	10/23-10/29	2 P2	1	2	\$1,100.00	
	16	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$900.00	10/23-10/29	2 P1	1	2	\$1,800.00	
	17	TU-F,M	4P-5P	NEWS AT 4	:30	\$650.00	10/23-10/29	3 P2	1	3	\$1,950.00	
	18	TU-F,M	5P-527P	12 NEWS AT 5P	:30	\$850.00	10/23-10/29	2	1	2	\$1,700.00	
	19	TU-F,M	530P-6P	NEWS	:30	\$900.00	10/23-10/29	3	1	3	\$2,700.00	
	20	TU-F,M	6P-630P	NEWS	:30	\$3,000.00	10/23-10/29	1 P1	1	1	\$3,000.00	
	21	TU-F,M	630P-7P	NEWS	:30	\$1,500.00	10/23-10/29	1 P2	1	1	\$1,500.00	
	24	TU-F,M	7P-730P	INSIDE EDITION	:30	\$2,500.00	10/23-10/29	1 P1	1	1	\$2,500.00	
	25	TU-F,M	727P-8P	ENT. TONITE	:30	\$3,000.00	10/23-10/29	1 P1	1	1	\$3,000.00	
	26	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$350.00	10/27-10/27	1 P3	1	1	\$350.00	
	27	TU-M	11P-1135P	12 NEWS AT 11P	:30	\$2,500.00	10/23-10/29	2 P2	1	2	\$5,000.00	
	28	TU-F,M	1136P-1236A	DAVID LETTERMAN	:30	\$750.00	10/23-10/29	1 P2	1	1	\$750.00	
	29	TU-F,M	1236A-136A	LATE LATE SHOW	:30	\$175.00	10/23-10/29	1 P2	1	1	\$175.00	
	31	W	9P-10P	CRIMINAL MINDS	:30	\$3,200.00	10/24-10/24	1 P3	1	1	\$3,200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	32	TH	9P-10P	PERSON OF INTEREST	:30	\$10,000.00	10/25-10/25	1 P1	1	1	\$10,000.00	
	33	F	10P-11P	BLUE BLOODS	:30	\$8,500.00	10/26-10/26	1 P1	1	1	\$8,500.00	
	34	SU	10P-11P	THE MENTALIST	:30	\$7,500.00	10/28-10/28	1 P2	1	1	\$7,500.00	
	35	SU	1P-7P	NFL	:30	\$9,500.00	10/28-10/28	2 P2	1	2	\$19,000.00	

---REPORT TOTALS---

Report Totals: 60 / \$89,535.00

---SALES MONTHLY TOTALS---

Oct 12: 53 / \$85,905.00 Nov 12: 7 / \$3,630.00

Sales Totals: 60 / \$89,535.00

Station Totals: 60 / \$89,535.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$223,838	CABL	0%	EKRC	0%	UNKN	60%	WBQC	0%	WCPO	0%
		WKRC	40%	WLWT	0%	WSTR	0%	WXIX	0%		

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	67621
	Alt Order #:	09849459
	Product Desc:	OBAMA ADD TO SKED A
	Estimate:	2174
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Agency	Name:	Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave
		Washington, DC 20007

Advertiser	Name:	Obama/D/President
	Demographic:	A35+
	Product Codes:	Presidential Elections
	Priority:	P-1
	Revenue Codes:	AGY, POL-CAND, GEN

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	46	\$74,580.00	\$63,393.00
10/29/12	10/29/12	14	\$14,955.00	\$12,711.75

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	46	\$74,580.00	\$63,393.00	0.00
November 2012	14	\$14,955.00	\$12,711.75	0.00
Totals	60	\$89,535.00	\$76,104.75	0.00

Account Executives			
Account Executive	Sales Office	Sales Region	Start Date / End Date
Millennium Washington DC			Start Of Order - End Of Order
			100%

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$89,535.00
Market	100%	\$223,837.50

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	60%	\$134,302.50
WCPO	0%	\$0.00
WLWT	0%	\$0.00
WSTR	0%	\$0.00
WXIX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/23/12	10/29/12	430-5a News	CM	4:30 XM-5:00 XM	MTWT---	:30	4	\$30.00	P-4	0.00	NM	4	\$120.00
M-Th/Su 430a News															
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/23/12	10/29/12	MTWT---	4	\$30.00	0.00								
E 2	WKRC	10/28/12	10/28/12	430-5a News	CM	4:30 XM-5:00 XM	-----S	:30	3	\$30.00	P-4	0.00	NM	3	\$90.00
M-Th/Su 430a News															
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	-----S	3	\$30.00	0.00								
E 3	WKRC	10/23/12	10/29/12	5a Good Morn Cincinnati	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
5a Good Morn Cincinnati															

Order / Rev: 67621 Advertiser: Obama/D/President
 Alt Order #: 09849459 Product Desc: OBAMA ADD TO SKED A Local 12 WKRC-TV
 Flight Dates: 10/23/12 - 10/29/12 Estimate: 2174

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	10/23/12	10/29/12	Let's Make a Deal Let's Make a Deal	CM	3:00 PM-4:00 PM	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		2			\$900.00	0.00					
E 16	WKRC	10/23/12	10/29/12	4p Local 12 News at Four 4p Local 12 News at Four	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
News at 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		3			\$650.00	0.00					
E 17	WKRC	10/23/12	10/29/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:00 PM-5:27 PM (5:00 PM-5:27 PM)	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
12 NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		2			\$850.00	0.00					
E 18	WKRC	10/23/12	10/29/12	5p Local 12 News at Five 5p Local 12 News at Five	CM	5:30 PM-6:00 PM (5:30 PM-6:00 PM)	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		3			\$900.00	0.00					
E 19	WKRC	10/23/12	10/29/12	6p Local 12 News at Six 6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$3,000.00	0.00					
E 20	WKRC	10/23/12	10/29/12	CBS Evening News 630p CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$1,500.00	0.00					
E 21	WKRC	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$2,500.00	0.00					
E 22	WKRC	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$3,000.00	0.00					
E 23	WKRC	10/27/12	10/27/12	Sa Prime Access Rotato Sa Prime Access	CM	6:57 PM-7:57 PM	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1			\$350.00	0.00					
E 24	WKRC	10/23/12	10/29/12	11p M-Su Local 12 News 11p M-Su Local 12 News 11	CM	11:00 PM-11:35 PM	MTWTFSS	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTFSS		2			\$2,500.00	0.00					
E 25	WKRC	10/23/12	10/29/12	Letterman Letterman	CM	11:36 PM-12:36 AM	MTWTF--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$750.00	0.00					
E 26	WKRC	10/23/12	10/29/12	Late Late Show Late Late Show	CM	12:36 AM-1:36 AM	MTWTF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/23/12	10/29/12	MTWTF--		1			\$175.00	0.00					
E 27	WKRC	10/24/12	10/24/12		CM	9:00 PM-10:00 PM	--W----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00

